

What is claimed is:

1. A computerized auction system comprising:  
a database of auction items available for purchasing in accordance with a set of  
rules associated with an auction, said database including at least one auction item and  
program data for a program, the at least one auction item having a bid value in a first media  
type, said program data including a second media type;  
an auction server operative to receive requests for displaying the auction items; and  
wherein the auction server reads the auction item, the bid value and the program  
data and converts the bid value to a display value according to the first media type and the  
second media type.
2. The computerized auction system of claim 1, wherein the first media type is a first  
incentive reward media and the second media type is a second incentive reward media.
3. The computerized auction system of claim 1, wherein the first media type is a first  
national currency and the second media type is a second national currency.
4. The computerized system of claim 1, wherein the auction server only responds to  
requests received from a participant registered for the program.
5. The computerized system of claim 1, further comprising a fulfillment component  
operative to determine the winning bid for the auction item and to arrange for delivery of  
an actual item associated with the auction item.
6. The computerized system of claim 5, wherein the actual item is a service.
7. A computerized method for displaying auction bid data for an auction item, the  
method comprising:  
receiving a request to display bid data from a participant;  
determining a first media type associated with the request;

reading a first media type associated with the auction item;  
reading a second media type associated from a database containing program data,  
the program data determined based on a program associated with the participant;  
calculating a display amount by transforming the bid data in accordance with the  
5 first media type and the second media type; and  
displaying the display amount.

8. The computerized method of claim 7, wherein the first media type is a first  
incentive reward media and the second media type is a second incentive reward media.

9. The computerized method of claim 7, wherein the first media type is a first national  
currency and the second media type is a second national currency.

10. A computerized method for updating auction bid data for an auction item, the  
method comprising:  
receiving from a participant a first bid amount for the auction item, the auction item  
having a first media type;  
reading a second media type associated from a database containing program data,  
the program data determined based on a program associated with the participant;  
20 calculating a second bid amount by transforming the first bid amount in accordance  
with the first media type and the second media type; and  
updating a current bid amount for the auction item with the second bid amount.

11. The computerized method of claim 10, wherein the first media type is a first  
25 incentive reward media and the second media type is a second incentive reward media.

12. The computerized method of claim 10, wherein the first media type is a first  
national currency and the second media type is a second national currency.

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13. A computer readable medium having computer executable instructions for performing a method for displaying auction bid data for an auction item, the method comprising:

5 receiving a request to display bid data from a participant;  
determining a first media type associated with the request;  
reading a first media type associated with the auction item;  
reading a second media type associated from a database containing program data,  
the program data determined based on a program associated with the participant;  
calculating a display amount by transforming the bid data in accordance with the  
10 first media type and the second media type; and  
displaying the display amount.

14. The computer readable medium of claim 13, wherein the first media type is a first incentive reward media and the second media type is a second incentive reward media.

15. The computer readable medium of claim 13, wherein the first media type is a first national currency and the second media type is a second national currency.

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20 16. A computer readable medium having computer executable instructions for performing method for updating auction bid data for an auction item, the method comprising:

25 receiving from a participant a first bid amount for the auction item, the auction item having a first media type;  
reading a second media type associated from a database containing program data,  
the program data determined based on a program associated with the participant;  
calculating a second bid amount by transforming the first bid amount in accordance  
with the first media type and the second media type; and  
updating a current bid amount for the auction item with the second bid amount.

30 17. The computer readable medium of claim 16, wherein the first media type is a first incentive reward media and the second media type is a second incentive reward media.

18. The computer readable medium of claim 16, wherein the first media type is a first national currency and the second media type is a second national currency.

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